

A Probe into the Strategy of the Library's Reading Promotion for the Whole People from the Perspective of Equalization of Public Cultural Services

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Abstract: The popularization of reading in libraries is closely related to the social public cultural service system, and plays an important role in the construction of the equalization of modern public cultural services. This paper discusses the library reading promotion strategy based on the perspective of equalization of public cultural services from the multi-level aspects of government-led, "reading promoter" cultivation, total library system, service mechanism and intelligent technology, with a view to promoting the new trend of multi-reading, precision promotion, and leading reading development.

1. Introduction

Public cultural service refers to the system provided by the public sector like government departments, for the purpose of guaranteeing citizens' basic cultural life rights, and providing public cultural products and services to citizens. This system includes public cultural services facilities, resources and services, as well as talent, capital, technology and policy guarantee mechanisms and other aspects. Equalization of public cultural services means that every citizen should have equal opportunities to obtain public cultural services from the government, regardless of economic, social status, physical condition, ethnic religion, etc. [1].

Equalization emphasizes publicity is the key task of the construction of public cultural service system, and is the goal pursued by the public cultural service system. Based on the equalization of public cultural services, the university library alliance should have the characteristics of benefiting the whole people, equal enjoyment, equal service facilities, equal investment of capital investment and so on [2].

2. Problems in the library's universal reading promotion

2.1. Inequality in capital investment

The Library Alliance is funded by government grants and independent fund-raising, but the government does not have a well-established funding policy. The government is facing different colleges and universities with equal investment. Apart from the fact that some of the universities are relatively well-funded, with relatively complete equipment, resources and services, other members have relatively short inputs. In terms of self-funding, the more companies and business-sponsored universities are investing more. Inequality in the investment of funds within the members of the Library Alliance will affect the quality of their services, as well as the services that different member libraries can provide to other readers [3].

2.2. Imbalance between supply and demand

The so-called imbalance between supply and demand, on the one hand, refers to the old literature resources, cannot keep up with the needs of readers, on the other hand, in terms of the object of service, the current alliance service object is mainly for the teachers and students of various universities, for other social readers' needs of the response is relatively limited, contrary to this library alliance's social responsibility of benefiting for the whole people [4].

2.3. Management is not centralized

The Library Alliance is a non-profit organization that combines the goals of resource sharing and reciprocity of interests. Although the Library Union has established a coalition committee, the directors and deputy directors established by its committees are rotated by the heads of the member pavilions, a situation that can lead to the phenomenon of public cultural services and unclear responsibilities [5].

3. Experience of the popular reading promotion of foreign libraries

3.1. Scientific and perfect management mode in the management mode of the university library alliance

OhioLINK, a representative American alliance of college and state libraries in Ohio, USA, is known for its scientific and well-established management mechanisms and is used by several library unions. OhioLINK's management model is authorized by the Ohio State Board of Trustees to run the overall management of the project, under the auspices of the Cooperative Information Resources Management Committee, the Database Management and Standards Committee, the Interlibrary Services Committee, the User Services Committee, and the Technical Advisory Committee. In the face of many coalition groups, authorized to professional committees, the power is divided outside the group, showing its scientific and fair. It has a flat organizational structure, with five subsidiaries directly established under the OhioLINK Management Committee, and a compact, competent organizational structure. It has five subordinate institutions with clear authority and responsibility, and a well-regulated service network. American college libraries have unique governance models, such as the Ohio LINK, which uses board accountability and has a board appointed by the Ohio State University board. However, some university library unions do not have a formal regulatory body, do not have executive directors and offices, and rely solely on its member libraries to provide all services. The NERL, for example, is entirely dependent on the voluntary of its member pavilions [6].

3.2. Mature and supporting digital facilities

In the context of digital development, most university library unions emphasize the construction of digitalization, such as the Australian Association of University Librarians (CAUL) whose focus is on digital academia, and to broaden the scope of resource sharing by creating a digital academic environment and establishing a sound online learning model. With the mode of online learning, make up for the service differences in the region, so that readers can enjoy equal access to library resources. The Ontario University Library Alliance (OCUL) in Canada has also done little in this regard, expanding the digital research infrastructure and expanding the depth and breadth of the community's digital resources in order to make the most of and effectively share resources. The Ontario University Library Alliance not only serves university students and scholars, but also delivers cultural services to communities and societies in the form of digital resources for the benefit of the entire population [7].

3.3. Open cooperation is particularly important under the equalization of public culture in the sharing practice of open cooperation

Cross-agency cooperation therefore enables the Library Alliance to be more radiating. Open cooperation can effectively promote parity, and most foreign university library alliances embody the idea of openness. The Queensland University Library Partnership Office (QULOC) in Australia has undertaken events such as academic forums, award-winning projects and academic seminars to create a good way to open up access to and exchange library resources. In this way, every reader can have equal access to and access to the resources of the Library Alliance [8]. The M25 University Library Alliance expands its focus on working with other organizations and institutions to secure funding while serving more organizations and institutions to increase the alliance's influence [9].

3.4. The construction of a reasonable division of books

At the beginning of the 19th century, the German Academic Library, with the support of the German Research Association (DFG), was committed to the cooperation of the collection of books, when six universities each were responsible for the collection of literature in a specialized subject area. In 1975, on this basis, it developed into a "federal German cross-regional literature collection and assurance system." As of 1998, the system was divided into 114 professional areas, with 18 integrated libraries and 35 professional libraries. Member pavilions must collect as complete as possible German and foreign academic literature from their professional fields and circulate throughout the country through the Interlibrary Lending Network. Through the rational division of labor of the collection, the professional system construction of the member pavilions has been further improved, the collection of books has become more and more abundant, and the characteristics have gradually become prominent, effectively avoiding the imbalance and overlap of resources, and maximizing the ability to serve the reading needs of the society [10].

4. Library Reading Promotion Strategy for The Nation from the Perspective of Equalization of Public Cultural Services

4.1. Government-led, universal participation

To build a library reading promotion system based on the equalization of public cultural services, the government is the manager of the society, has a strong authority and broad social influence. The government attaches great importance and strategic deployment is the institutional mechanism guarantee for the popular reading promotion. Based on the equalization of public cultural services under the "reading promotion of all people" policy measures, the formulation and promulgation of laws and regulations, highlighting the government's leading and guiding function of reading promotion for all people, which helps to coordinate the resources of all parties, improve the efficiency of services, and promote the normalization and standardization of reading for all.

It is the consensus of the world to promote reading for all and build a harmonious society. In order to promote the construction of reading society, the state has issued a series of policies and regulations (see Table 3), clear the framework of institutional construction, improve the policy system mechanism. For example, China's first national reading plan —— the "13th Five-Year Plan for Reading for All" period, put forward, to establish a "people-oriented, grass-roots-oriented, benefit the masses, take into account the focus" of the national reading promotion service system and the long-term mechanism of the national reading work "the national reading promotion regulations" docking social public services equalization, to give and maintain the basic right to read citizens, the national reading was promoted to the national strategic development height; It marks that the library industry of our country has entered the track of legalization and standardization, and the library has become a solid base for reading for all and the leading force for reading promotion. The library should strengthen the overall development design of the popular reading promotion under the leadership of the government, and embed the reading promotion in its own development strategy. Improve a set of top-down and bottom-up organic and mature library "reading promotion" action planning and working mechanism based on the equalization of public cultural services, with the help of flat and intelligent organization, develop personalized and targeted reading promotion plan, overall coordination, overall efforts, multi-exploration, achieve standardization of reading services, equalization, promote the promotion of reading for all in the organizational model, management mechanism.

4.2. Incentive-oriented, smart service

Pay attention to "reading promoter" to cultivate reading promoter is the link and bridge between reading and the public, which refers to both independent individuals and reading organizations. "Spreading the concept of reading, carrying out reading guidance, improving the public's reading interest and reading ability" is the purpose of reading promoters to carry out reading activities. As the planner, organizer and implementer of reading promotion activities, the reading promoter is the

core composition of the reading promotion activity, and its quality and ability directly affect the reading effect. Promoting the cultivation of reading promoters will help to standardize and effectively carry out reading promotion activities, improve the quality of reading promotion specialization, and accelerate the pace of reading development for all.

Libraries should always run through the "people-oriented, user-first" service concept, formulate and perfect the reading promoter cultivation curriculum which is both theoretical guidance and practical and operational, and establish a classification and cultivation mechanism for reading promoters through multi-channel, multi-level and multi-content training and assessment, enhance the service consciousness and reading literacy of reading promoters, improve their ability to plan and control their activities. In addition, we should strengthen reading to promote people's professional identity, incentive guidance, intelligent service, in the continuous innovation of development, not only to serve the community, but also to affect the society with their own services. In order to effectively promote the scientific normative process of reading promoter cultivation, the National Library Institute invited well-known experts and scholars from the library, educational and publishing circles, set up a steering committee for the cultivation of "reading promoters" and published a series of teaching materials for the cultivation of "reading promoters". So far, 12 issues of "reading promoter" cultivation action has been successfully held, training more than 3000 "reading promoters", creating a determined reading promotion, master professional skills, rich in practical experience of the professional reading promoter team.

4.3. Integrated resources, connectivity

To promote and improve the total branch system refers to the most economical and effective "library group" service system constructed by one or more construction subjects in the appropriate geographical unit, and the main hall is the leading coordination of multiple branches, co-construction and sharing, unified management mode, unified business system, unified procurement, distribution, processing of various resources, unified service platform, unified logistics and distribution. The sub-library system realizes the optimal integration and interconnection of resources and services between cities, communities and villages in the region, and is an effective way of "reading" to the grass-roots level, especially in remote villages, to extend "full coverage, no blind spots, zero dead ends".

4.4. Strengthen cooperation and improve the level of openness

Looking at the development trajectory of the foreign university library alliance, the origin of the alliance's birth, development and success, basically can be classified as the concept of resource sharing. As the first Minitex director, Will Cooks, points out, no library has everything that meets the needs of all readers. Therefore, to strengthen inter-university cooperation between Changbei universities, take the road of resource sharing become a reasonable way out, especially in the library construction expensive, information volume is growing rapidly, books and periodicals prices skyrocket, electronic resources prices are amazing, in order to better meet the growing needs of readers, resource sharing is a more necessary, more reasonable, more economical way. In addition, Changbei University Library Alliance should increase the opening efforts, abandon the closed management model, allow foreign readers to use, to meet the different needs of different groups of services, but also to consider the needs of farmers, minors and disabled vulnerable groups. One is to share library resources through the sharing of library resources through the organization of academic forums, various bonus projects and various academic seminars. Second, for the general public readers, can improve the communication platform, the use of the popular familiar communication platform such as WeChat, QQ, micro-blog, so that it can obtain collection resources through this simple way. Third, Changbei University Library should keep abreast of the feedback of readers and improve the openness in time.

5. Conclusion

The popularization of reading for all under the background of public cultural service system is

the historical mission and basic responsibility of contemporary library work, and plays a unique role in the process of safeguarding the basic cultural needs of the general public, spreading the advanced cultural concept, cultivating and practicing the core values of socialism, promoting the harmonious and stable development of society, and promoting the realization of the goal of cultural power. Reading is everywhere, and as a practitioner and model of reading for all, library should take "reading promotion" as the core element and central task of library work. We should tap into the new demand of reading, innovate new forms of reading, enrich reading resources, expand the scope of reading, infiltrate reading culture and reading practice to all corners of society, integrate into the daily life of citizens, pass on classics, popularize new knowledge, and lead the new development of reading for all.

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